

## Claims

- 1 1. An application system that is running in CPU and that is capable to changing of the  
2 appearance and performance of specified applications in such a way to force a user to  
3 abandon this specified application and purchase a new one.
- 1 2. The system as in Claim 1, where changing of the appearance include one or more  
2 of the following:  
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4 change color, change contrast, change fonts, change intensity, change refresh rate,  
5 change content of pictures etc.
- 1 3. The system as in Claim 1, wherein changing of performance includes one or more  
2 of the following:  
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4 the brightness fades so that it is harder for the user to use the software tool as time  
5 progresses; the application window shrinks through time; the font degrades; features  
6 gradually drop out; display quality degrades; sound quality degrades; processing  
7 speed degrades; network bandwidth degrades; unpleasant visual and auditory  
8 stimulus is produced; and information degrades.
- 1 4. The system as in Claim 1 where changing in the program appearance leads to  
2 degradation of the view of the application.
- 1 5. The system as in Claim 1 where changes in performance leads to degradation of  
2 performance (lower speed, pauses etc.).
- 1 6. The system as in Claim 2 where colors, contrast and fonts are degraded.

1 7. The system as in Claim 1 where changes are adjusted to time and starts after some  
2 time limits.

1 8. The system as in Claim 7 where adjustment to time means gradual changes.

1 9. The system as in Claim 1 where this system is a part of the specified application.

1 10. The system as in Claim 1 where changes are obtained by manipulating drives in  
2 PC.

1 11. The system in claim 1 where users pay money or view advertisements to reduce  
2 or eliminate degradation.

1 12. The system in claim 11 where money is paid to any of: software manufacturer,  
2 seller, third party, or degradation service provider.

1 13. The system in claim 12 where the amount of degradation is related to the amount  
2 of money paid.

1 14. A method of operating a trial software application, said trial application being  
2 associated with a defined full application, said method comprising the steps of:  
3  
4 providing the trial application with a main program; and  
5  
6 providing the trial application with a subprogram to diminish the performance of the  
7 main program over time in order to encourage a user to purchase said defined full  
8 application.

1 15. A method according to Claim 14, wherein said subprogram begins to diminish the  
2 performance of the main program a defined period of time after the user begins to use  
3 the trial application.

1 16. A method according to Claim 15, wherein said subprogram gradually diminishes  
2 the performance of the main program over a given time starting at the end of said  
3 defined period of time.

1 17. A system for operating a trial software application, said trial application having a  
2 main program and being associated with a defined full application, said system  
3 comprising:

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5 means for operating the main program;

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7 means for diminishing the performance of the main program over time in order to  
8 encourage a user to purchase said defined full application.

1 18. A system according to Claim 17, wherein said means for diminishing included  
2 means to begin to diminish the performance of the main program a defined period of  
3 time after the user begins to use the trial application.

1 19. A system according to Claim 18, wherein said means for diminishing includes  
2 means to diminish gradually the performance of the main program over a given time  
3 starting at the end of said defined period of time.

1 20. A program storage device readable by machine, tangibly embodying a program of  
2 instructions executable by the machine to perform method steps for encouraging a  
3 user to purchase a full version software application related to a trial version, said  
4 method steps comprising:

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6 providing the user with the trial version;

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8 allowing the user to use the full capacity of the trial version for a defined period of  
9 time;

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11 after said defined period of time, diminishing the performance of the trial version to  
12 encourage the user to purchase said full version.

1 21. A program storage device according to Claim 20, wherein the diminishing step  
2 includes the step of gradually diminishing the performance of the trail program over a  
3 given time starting at the end of said defined period of time.

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